

MINUTES

SPECIAL MEETING OF CITY OF ALAMEDA AMERICA'S CUP COMMITTEE THURSDAY, AUGUST 18, 2011 6:00 PM

1. CALL TO ORDER

The meeting commenced at 6:05 p.m.

Present: Chair Chris Seiwald, Dave Bloch, Jim Oddie, John Platt, Kame Richards, David Lee, Brad Shook.

Absent: Jack Boeger, Leslie Cameron, Kathie Woulfe, David Forbes

Staff: Eric Fonstein

Public: Deborah Wright, Karen Bay, Sam Felsing

2. MINUTES

2.a Approved Minutes of Regular Meeting of August 4, 2011 with minor changes.

3. CONCENT CALENDAR

4. ORAL COMMUNICATIONS – PUBLIC

5. UNFINISHED BUSINESS

5.a. Discussion Regarding Scenarios

The Committee reviewed the draft scenarios and chart, identifying the following themes:

Mr. Richards—using ferry boats and providing public information about availability of ferry boats in Alameda; website that answers various Google searches.

Mr. Lee—various economic scale facilities, including RV park, with shuttle service.

Mr. Platt—ferry boats.

Ms. Wright—availability of boat slips and low key appeal of Alameda for family activities.

- Mr. Oddie—Seaplane Lagoon and mini racing village.
Mr. Shook—parking for boats and cars; need infrastructure for parking, including traffic lights, etc.
Mr. Bloch—on island transportation, including shuttles and bus service.
Mr. Seiwald—a lot of boats around Alameda; you go to Alameda to see boats.
Mr. Lee—berths along the north shore, waterside improvements near Blanding, Encinal Terminals, and space between John Berry and Bay, Ship & Yacht.
Mr. Platt—youth sailing, which is a part of America's Cup mission.
Mr. Oddie—Finding ways to spend money while in Alameda.
Mr. Shook—on island events and getting to events in San Francisco.
Mr. Bloch—promotion and advertising, e.g. Via magazine, Sunset magazine, and trip advisory.
Mr. Seiwald—a split between *public and private sector involvement*; also a split between outside visitors and Alamedan spectators; ferry; website, which the City should fund; on island transportation, accommodating cars.

The Committee then reviewed the grid (see attachment). The following items were eliminated:

- Light rail
- Car ferry
- Move MARAD ships
- Move ferry to better spot
- Blimp landing pad
- Transport for easy bay sporting events
- Host boat show
- Helipad
- Blues/booze cruises
- Pedicabs

The following were added or modified:

- Create tourism entity to promote Alameda
- Website to be combined with central slip reservation
- Boat launches to include Grand Street and upgrade Encinal High boat launch
- Dockage and berthing
- Youth involvement
- Cruise ship terminal was combined with mega dock

- Encourage northern waterfront, north Webster, and north Park St. development combined together to focus on waterside development and building community sailing center.
- Hornet tourism and Hornet housing combined to maximize use of the Hornet.
- Outreach to Alameda's four business associations to be placed under promotion.

The Committee refined the four classifications, added a fifth classification, and made subcommittee assignments:

1. Transportation—divided into a) "dry" transportation (Platt/Oddie); and b) "wet" transportation (Wright/Cameron)
2. Housing (Lee/Bay)
3. Events (Platt/Shook)
4. Community changed to "Development" (Seiwald/Shook/Forbes)
5. Promotion (Boeger/Bloch)

Mr. Seiwald said that the subcommittees should identify priority items—items that need immediate action—and start listing initial steps and public or private sector people necessary to implement them. Mr. Seiwald will send a revised list to Committee members.

6. NEW BUSINESS

- 6.a. Confirm date and time for next Committee meeting.

Next regular meeting is Thursday, September 1, 6 p.m. to continue discussion on proposals.

The Committee decided to hold a special meeting on Thursday, September 8, 6 p.m. to approve recommendations to the City Manager and to schedule a presentation by the City Attorney's Office on the Brown Act.

7. REPORTS

8. WRITTEN COMMUNICATIONS

9. ORAL COMMUNICATIONS

Karen Bay—said she would like to be a member of the Committee. Mr. Seiwald said that the Committee needs to get direction from the City Attorney's Office on expanding Committee membership. Ms. Bay also

was disappointed to find out that no one position in the City is dedicated promoting tourism.

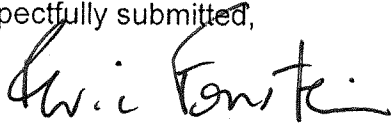
Mr. Richards—wrote a letter to the COO of the Artimas Syndicate, a major challenger in the competition, asking what their space requirements would be to build their boat in Alameda. The Committee discussed that attracting syndicate(s) should be its highest priority and be its own subcommittee. Mr. Richards and Mr. Seiwald offered to offered to further talk with the City about this opportunity.

Ms. Wright—said that the Pirates event on October 16th would be a good springboard to promote the America's Cup. She asked Committee members to participate and volunteer. Mr. Bloch said that he would talk with the Yacht Clubs about participation.

10. ADJOURNMENT

The meeting concluded at 7:46 p.m.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Eric Fonstein". The signature is stylized with a large, looped "E" and a trailing flourish.

Eric Fonstein